

Dienger, Whitney

Mandel/Kennedy # 67478

From: Jacobs, Sarah
Sent: Friday, October 26, 2012 9:15 AM
To: Dienger, Whitney
Subject: FW: URGENT MGKDS WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, October 26, 2012 9:12 AM
To: Jacobs, Sarah
Subject: RE: URGENT MGKDS WKRC

GOOD

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, October 26, 2012 9:10 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: URGENT MGKDS WKRC
Importance: High

Chabot:

N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)

Mandel bookend :15s

N/A 1x LN Th 10/25 @ \$1100.
 Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s

N/A 1x 10/28 CBS this Morning @\$450, 1x 10/28 Face the Nation @\$350.
 Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @\$100 (P4).

Mandel Kennedy

N/A 1x 10/25 6pm @\$650. ✓
 Mkgd 430-5pm on 10/29 @\$650 (P2)

67478 ends 11/6

10/26/2012

ORDER

Orders	Order / Rev:	67478
	Alt Order #:	
	Product Desc:	Senate / Ohio Supreme Court
	Estimate:	3010
	Flight Dates:	10/23/12 - 11/06/12
	Original Date / Rev:	10/22/12 / 10/26/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Name:	Josh Mandel Sharon Kennedy
	Demographic:	HH
	Product Codes:	State Elections, US Congress
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

Primary AE:	Local 12 WKRC-TV
Sales Office:	LSM LSM
Sales Region:	CVG
	Local

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan	Totals
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50
51	51
52	52
53	53
54	54
55	55
56	56
57	57
58	58
59	59
60	60
61	61
62	62
63	63
64	64
65	65
66	66
67	67
68	68
69	69
70	70
71	71
72	72
73	73
74	74
75	75
76	76
77	77
78	78
79	79
80	80
81	81
82	82
83	83
84	84
85	85
86	86
87	87
88	88
89	89
90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$6,050.00	\$5,142.50
10/29/12	11/06/12	22	\$14,025.00	\$11,921.25

Totals					
Month		# Spots	Gross Amount	Net Amount	Rating
October 2012		10	\$6,050.00	\$5,142.50	0.00
November 2012		22	\$14,025.00	\$11,921.25	0.00
Totals		32	\$20,075.00	\$17,063.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$20,075.00
Market	100%	\$50,187.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$30,112.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/23/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	11	\$3,575.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--211--	4	\$325.00	0.00								
		Week: 10/29/12	11/04/12	11111--	5	\$325.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$325.00	0.00								
N 2	WKRC	10/27/12	11/03/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1-	1	\$150.00	0.00								
		Week: 10/29/12	11/04/12	-----1-	1	\$150.00	0.00								

Order / Rev: 67478 Advertiser: Josh Mandel Sharon Kennedy
 Alt Order #: Product Desc: Senate / Ohio Supreme Court Local 12 WKRC-TV
 Flight Dates: 10/23/12 - 11/06/12 Estimate: 3010

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Week: 10/29/12 11/04/12 Start Date End Date Weekdays Spots/Week Rate Rating 10/29/12 11/04/12 -----1 1 \$450.00 0.00															
N 4	WKRC	10/23/12	11/05/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p	11111--	:30	5	\$650.00	P-3	0.00	NM	9	\$5,850.00
Week: 10/22/12 10/28/12 Start Date End Date Weekdays Spots/Week Rate Rating 10/22/12 10/28/12 --111-- 3 \$650.00 0.00															
3 WKRC 10/22/12-10/28/12 6p Local 12 News at Six Start/End Time Weekdays Length Rate Rtg Type 6p-630p --wThF----- :30 (\$650.00) 0.00 NM															
See MG 4.10 [No Avail]															
10	WKRC	10/29/12-10/29/12	4p Local 12 News at Four	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	-----1	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
MG for 4.3 10/25 ✓ [Approved by Buyer]															
Week: 10/29/12 11/04/12 Start Date End Date Weekdays Spots/Week Rate Rating 10/29/12 11/04/12 11111-- 5 \$650.00 0.00															
Week: 11/05/12 11/11/12 Start Date End Date Weekdays Spots/Week Rate Rating 11/05/12 11/11/12 1----- 1 \$650.00 0.00															
N 5	WKRC	10/23/12	11/05/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p	11111--	:30	5	\$1,100.00	P-3	0.00	NM	8	\$8,800.00
Week: 10/22/12 10/28/12 Start Date End Date Weekdays Spots/Week Rate Rating 10/22/12 10/28/12 --111-- 3 \$1,100.00 0.00															
Week: 10/29/12 11/04/12 Start Date End Date Weekdays Spots/Week Rate Rating 10/29/12 11/04/12 111-1-- 4 \$1,100.00 0.00															
Week: 11/05/12 11/11/12 Start Date End Date Weekdays Spots/Week Rate Rating 11/05/12 11/11/12 1----- 1 \$1,100.00 0.00															
N 6	WKRC	11/04/12	11/04/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
Week: 10/29/12 11/04/12 Start Date End Date Weekdays Spots/Week Rate Rating 10/29/12 11/04/12 -----1 1 \$1,100.00 0.00															
Totals														32	\$20,075.00